

FIG. 1

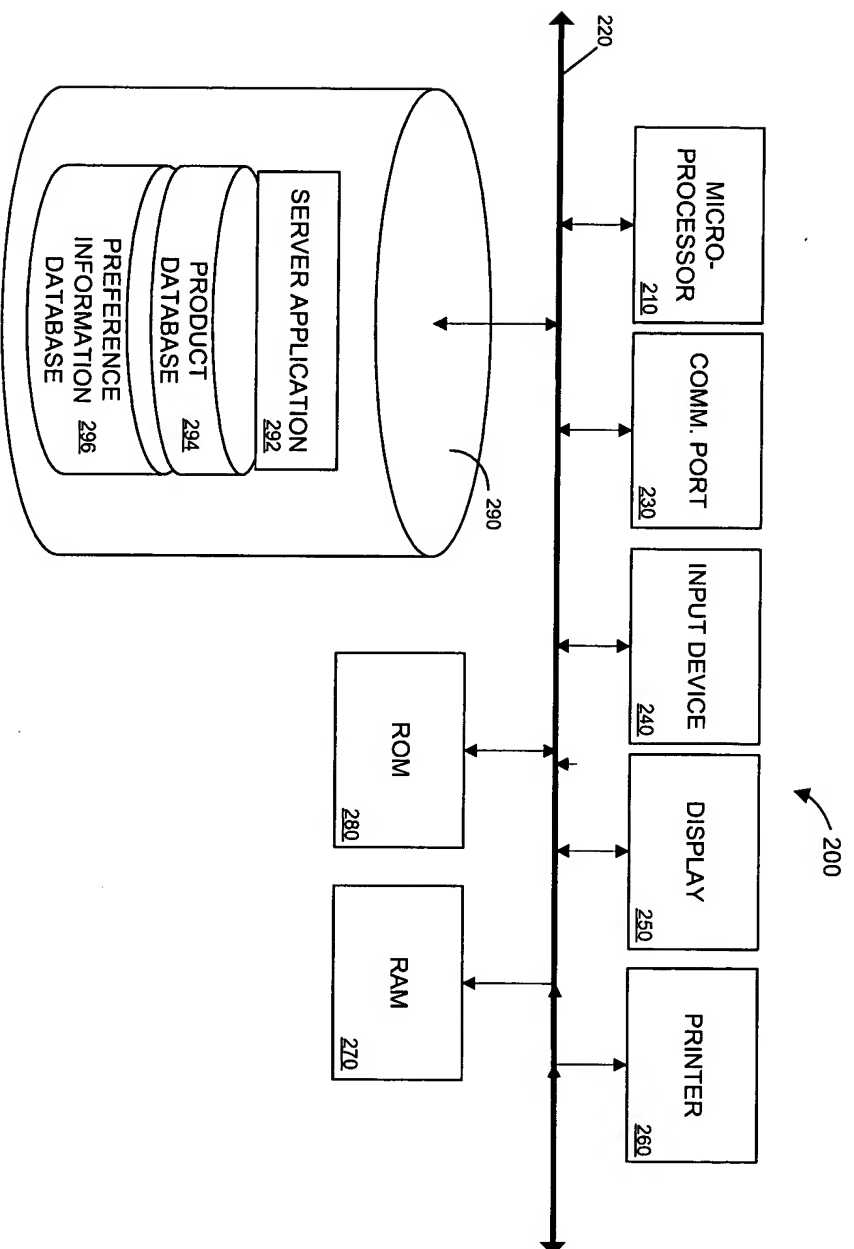


FIG. 2

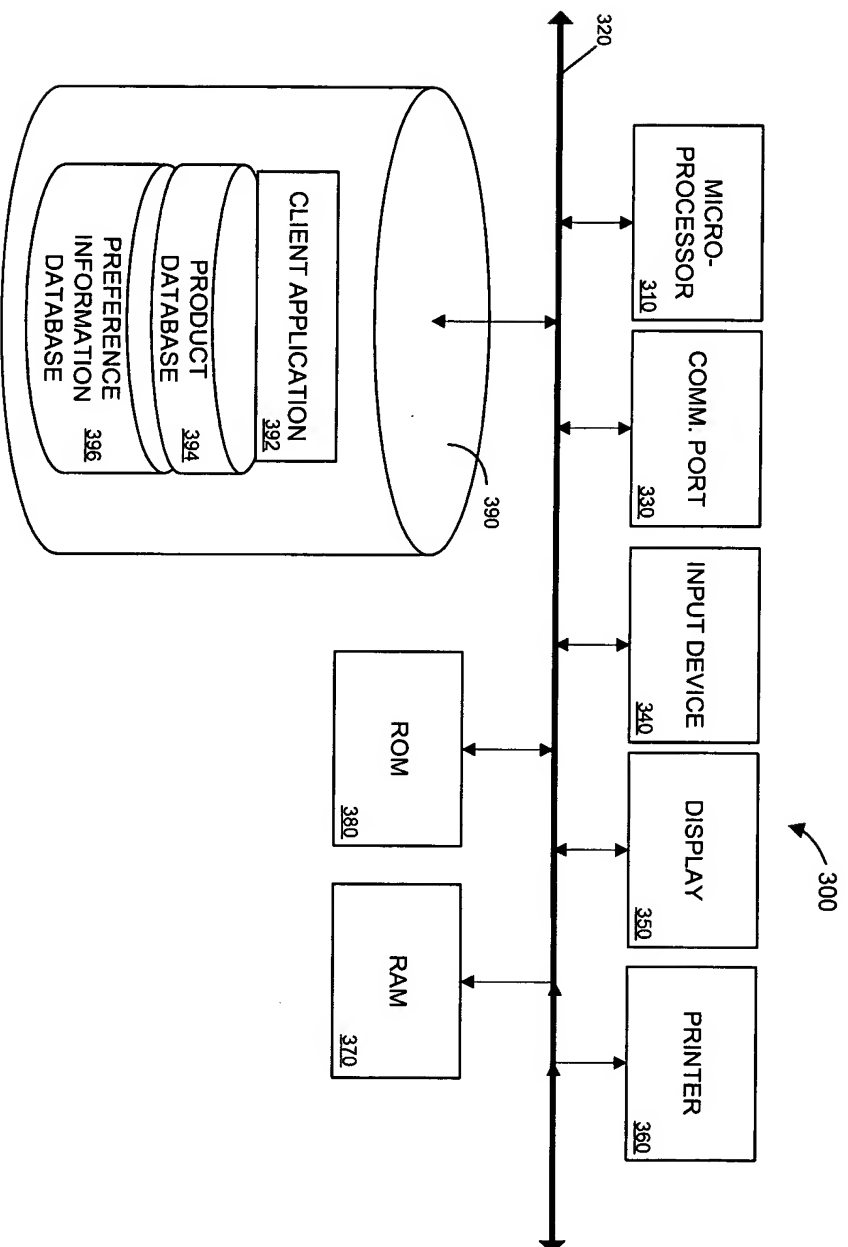


FIG. 3

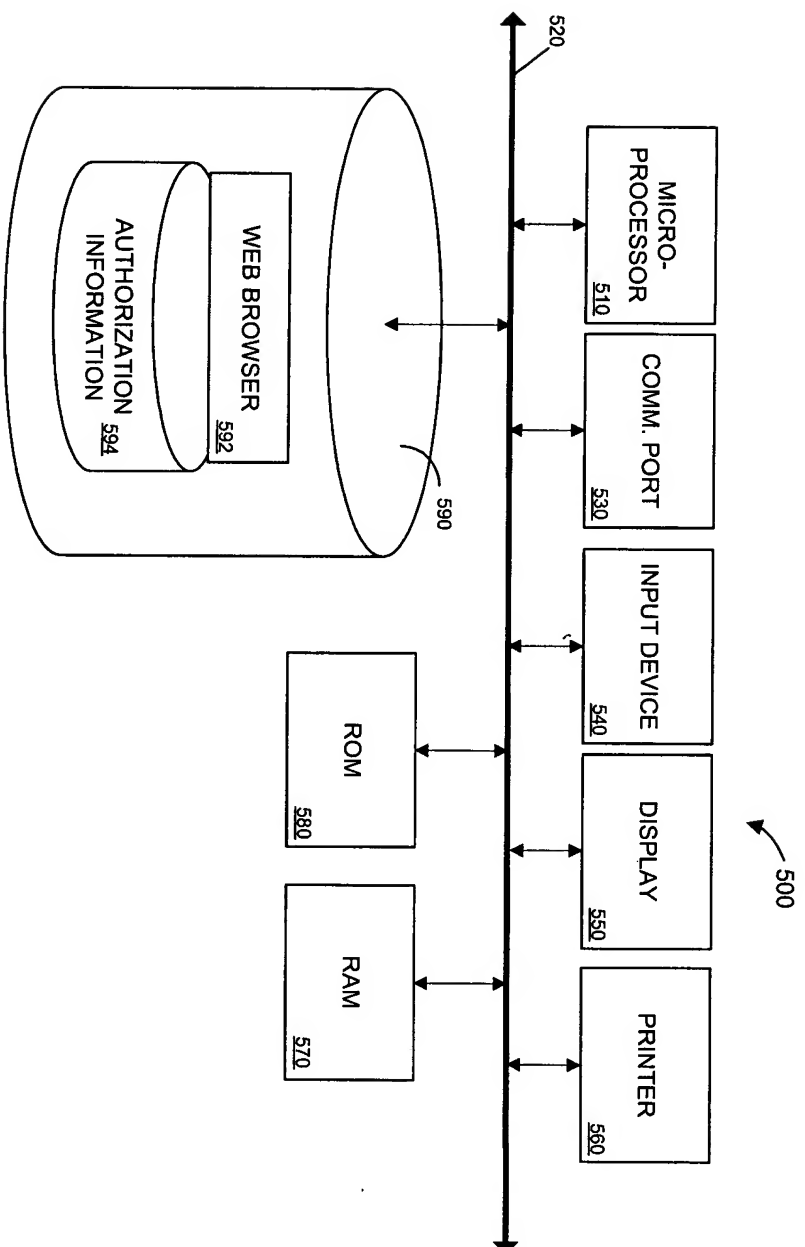


FIG. 4

294

| CLIENT: ACME SKIS ; PRODUCT: DOWNHILL SKIS | | | | 502 |
|--|--|-----|--------------------------|--|
| ATTRIBUTE 504 | ATTRIBUTE LEVELS | 506 | IMPLICIT ORDER 508 | UNACCEPTABLE LEVELS ALLOWED? 510 |
| BRAND | ROSSIGNOL, VOLKL, ATOMIC, SOLOMON | | NO | NO |
| PRICE | \$300, \$400, \$500, \$600 | | YES | YES |
| LENGTH | 160cm, 170cm, 183cm, 188cm, 200cm | | NO | YES |
| TYPE | BEGINNER/INTERMEDIATE, ALL-MOUNTAIN, GS, SLALOM, POWDER | | NO | YES |
| WARRANTY | NO WARRANTY, 2 YEAR WARRANTY | | YES | NO |

FIG. 5

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| RESPONDENT: JOHN PUBLIC ; PRODUCT: DOWNHILL SKIS | | 602 |
|--|---|-----|
| ATTRIBUTE | ATTRIBUTE LEVEL/ASSOCIATED PART WORTH VALUE | 606 |
| 604 | | |
| BRAND | ROSSIGNOL/10, VOLKL/X, ATOMIC/7, SOLOMON/0 | |
| PRICE | \$300/5, \$400/4.5, \$500/1, \$600/0 | |
| LENGTH | 160cm/1.4, 170cm/2.8, 183cm/7, 188cm/5.6, 200cm/0 | |
| TYPE | BEGINNER/INTERMEDIATE/X, ALL-MOUNTAIN/4.8, GS/8, SLALOM/0, POWDER/5.6 | |
| WARRANTY | No Warranty/0, 2 Year Warranty/2 | |

FIG. 6

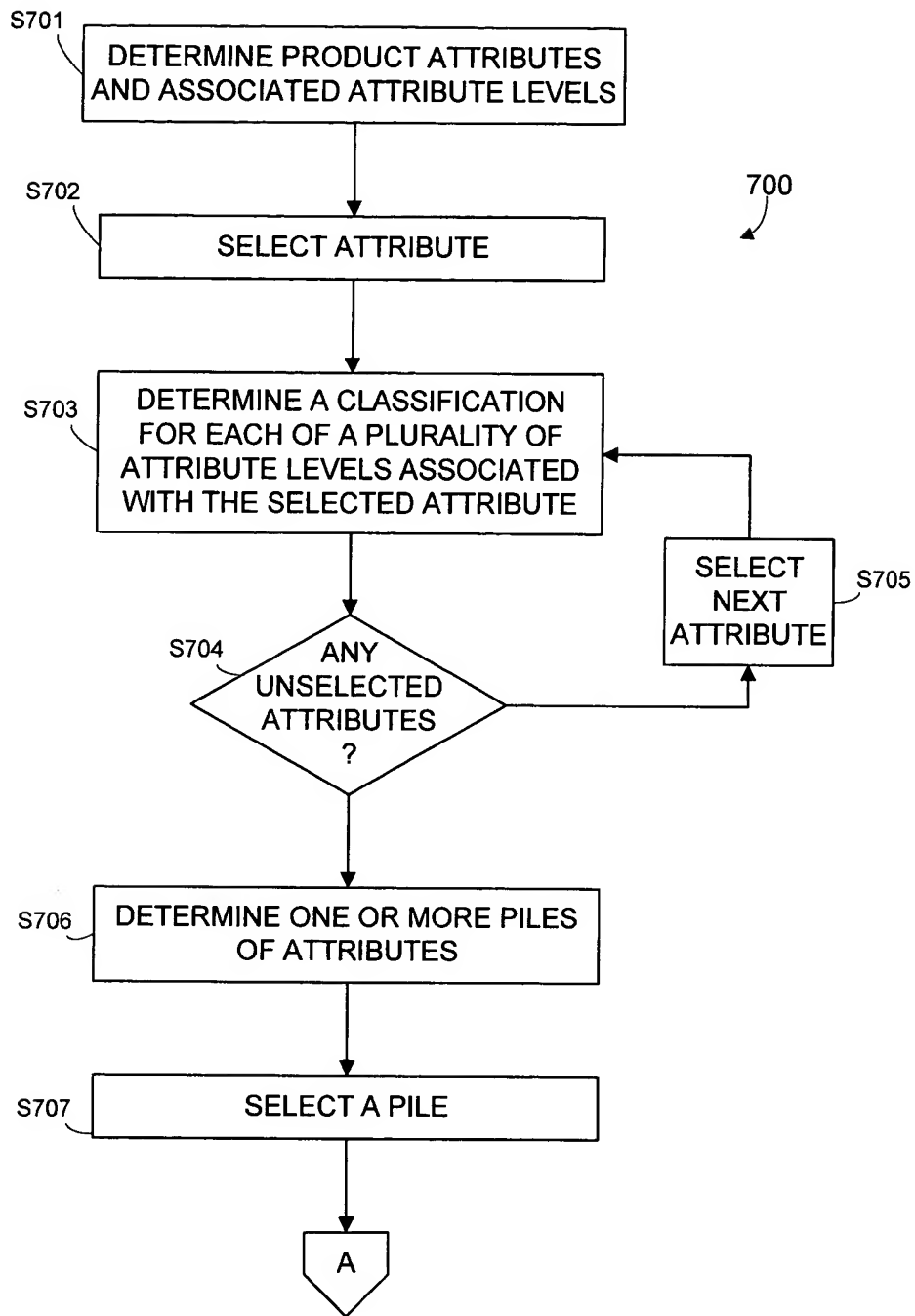


FIG. 7a

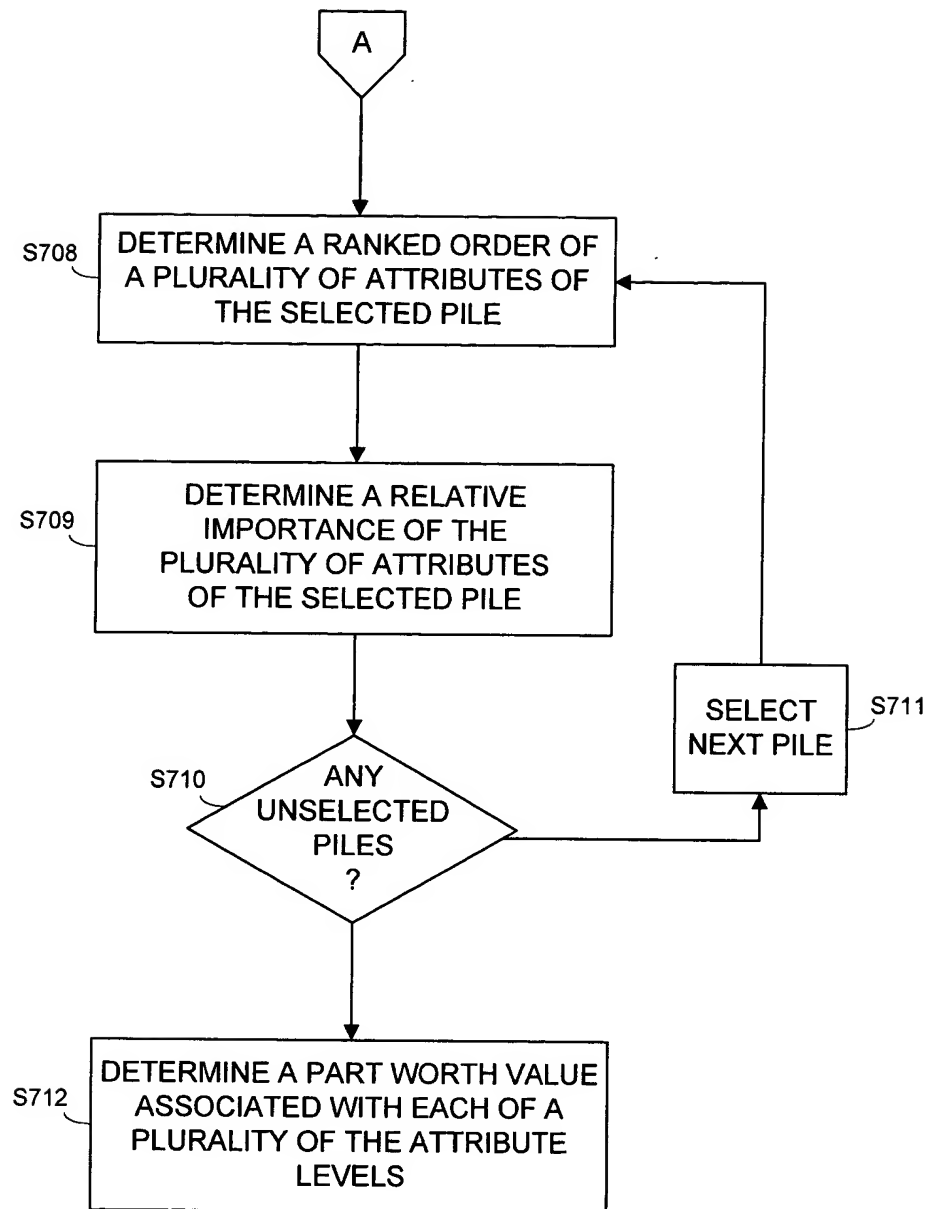



FIG. 7b



HOME

HELP

CONTINUE >>

Brand

870

Undesignated Attributes - Move to the appropriate area below

810

Solomon

830

Least-preferred attribute level

0

1

2

3

4

5

6

7

8

9

10

840

Rossignol

810

Most-preferred attribute level

850

Atomic

810

810

Voik

Unacceptable Attributes - You would never purchase a product having this (these) Brand(s)

820

860

Required Attribute - You would only purchase a product having this Brand

CONTINUE >>


880

SKIP ATTRIBUTE

890

FIG. 8

900



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HELP

CONTINUE
>>

Please click and drag each attribute icon to an appropriate bucket. The "Important Attributes" bucket is for ski attributes that matter to you, the "Less Important Attributes" bucket is for ski attributes with which you are less concerned, while the "Unimportant Attributes" bucket is for ski attributes that are of no concern to you.

Brand

Type

Length

Price

Warranty

UNIMPORTANT
ATTRIBUTES


LESS IMPORTANT
ATTRIBUTES

IMPORTANT
ATTRIBUTES

CONTINUE
>>

FIG. 9
10/13

1000



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CONTINUE
>>


Please rank the following attributes from most-desirable (1) to least-desirable (5).

| | 1 | 2 | 3 | 4 | 5 |
|----------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Price | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Type | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Warranty | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Brand | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Length | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

CONTINUE
>>

FIG. 10

1100



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>>

You said the most important attribute when purchasing skis is the Brand of the skis. Moving the lower pointer, please rate how important a 183cm ski versus a 200cm ski is, compared to how important a Rossignol ski versus a Solomon ski is to you.

0
Rossignol vs. Solomon

100

☐

0

10

20

30

40

50

60

70

80

90

100

Not
important

Moderately
important

Very
important

183cm vs. 200cm

CONTINUE
>>

FIG. 11

1200

| | | | | | |
|--|---|-----------------------------------|-----------------------|--------------------------------------|-------------------------|
| RESPONDENT: JOHN PUBLIC | | PRODUCT: DOWNHILL SKIS | | DATA COLLECTED: 12/12/02, 5:23 PM | |
| ATTRIBUTE | ATTRIBUTE LEVEL/ASSOCIATED PART WORTH VALUE | | | | |
| BRAND | ROSSIGNOL UTILITY = 10 | VOLKL UTILITY = X | ATOMIC UTILITY = 7 | SOLOMON UTILITY = 0 | |
| PRICE | \$300 UTILITY = 5 | \$400 UTILITY = 4.5 | \$500 UTILITY = 1 | \$600 UTILITY = 0 | |
| LENGTH | 160cm UTILITY = 1.4 | 170cm UTILITY = 2.8 | 183cm UTILITY = 7 | 188cm UTILITY = 5.6 | 200cm UTILITY = 0 |
| TYPE | BEGINNER/ INTERMEDIATE UTILITY = X | ALL- MOUNTAIN UTILITY = 4.8 | GS UTILITY = 8 | SLALOM UTILITY = 0 | POWDER UTILITY = 5.6 |
| WARRANTY | NO WARRANTY UTILITY = 0 | 2 YEAR WARRANTY UTILITY = 0 | | | |
| EACH "X" REPRESENTS A PART WORTH VALUE THAT IS UNKNOWN BECAUSE AN ASSOCIATED ATTRIBUTE LEVEL IS UNACCEPTABLE TO THE RESPONDENT | | | | | |

FIG. 12